

EXECUTIVE PASTOR

# ON RAMP

MINDSETS, QUICK WINS & NEXT STEPS

UNseminary 



# RICH BIRCH

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## THE MEETING HOUSE

19 Locations // 6,500 People

## CONNEXUS CHURCH

Launched 2 Locations ... within 7 days!

## LIQUID CHURCH

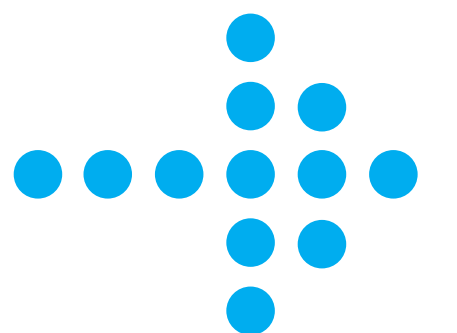
1 to 6 Locations // 5,000 People

## AUTHOR, BLOGGER, DAD.

The Dad part brings me most happiness.

# WHAT ABOUT YOU?

**Who are you? Why are you here?**

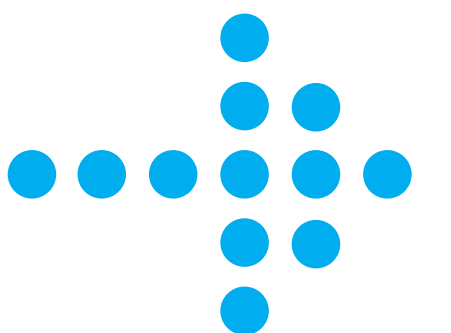


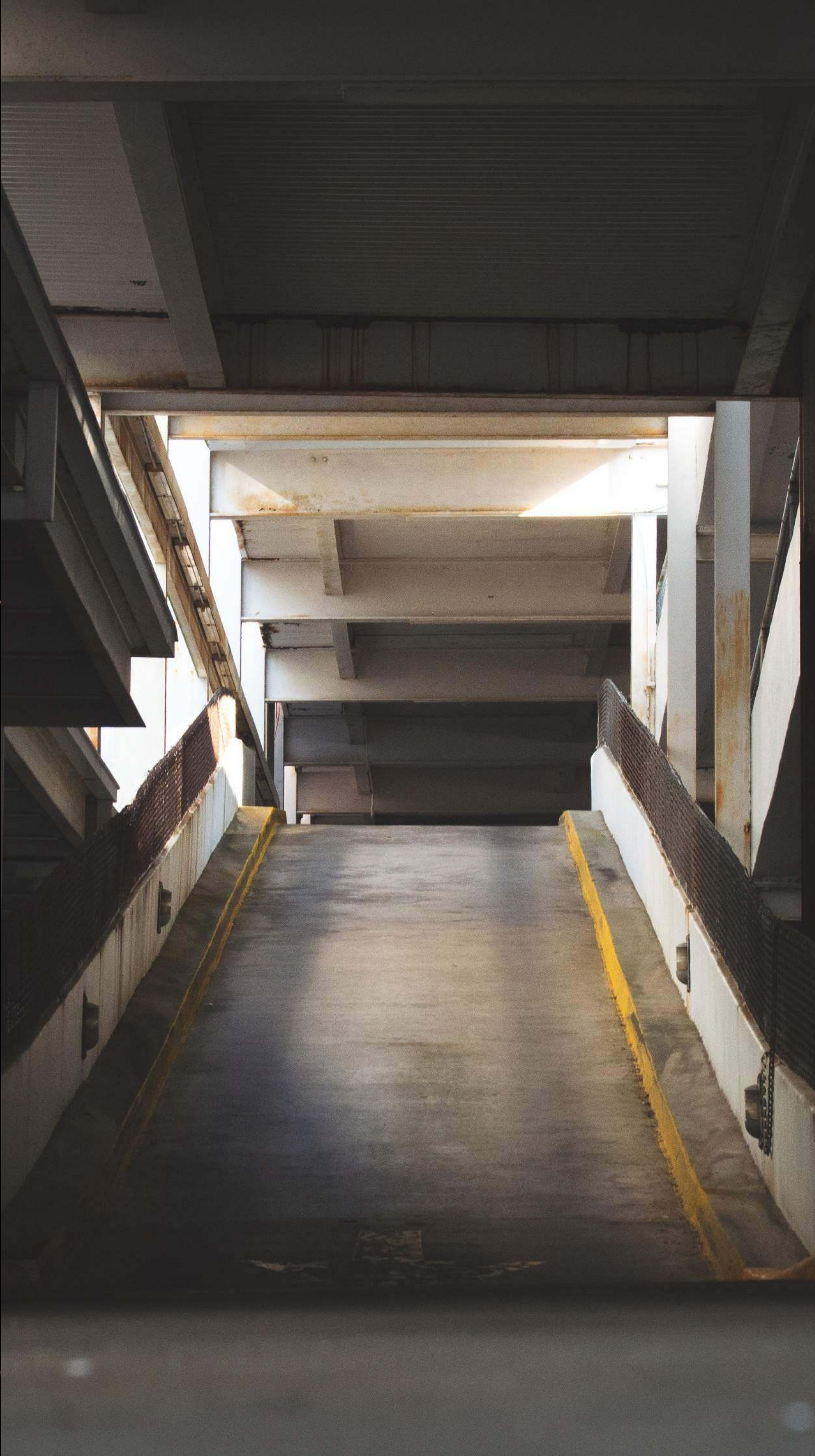
# WHERE WE ARE HEADED

**6 “On Ramps”**

**Lots of Q&A**

**3 Group Calls**

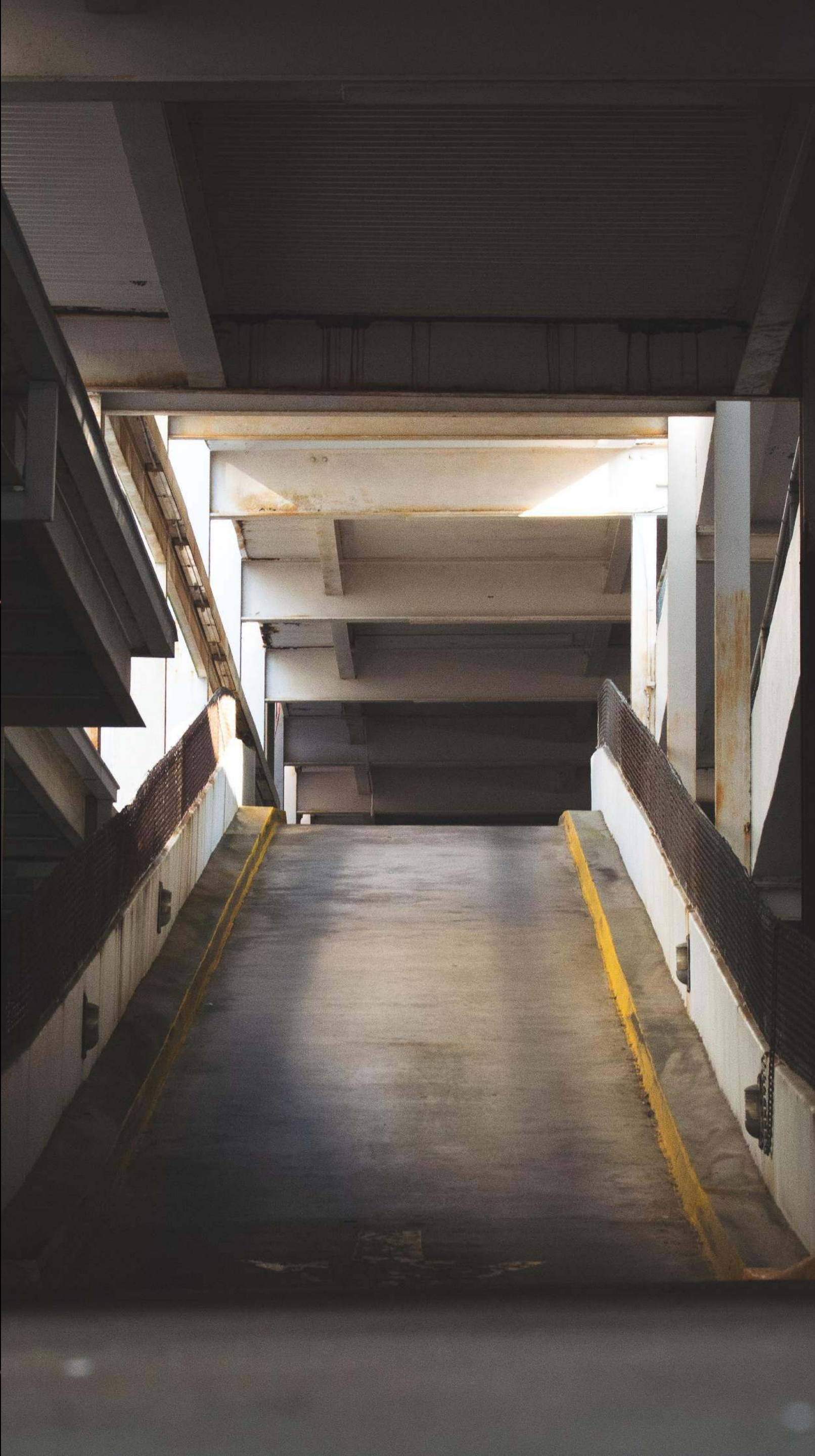




**OUTREACH  
WEEKEND SERVICES  
CONNECTION  
SERVICE  
GIVING  
LEADERSHIP  
PLANNING**



**ON RAMPS**



**MINDSET.**

**QUICK WIN.**

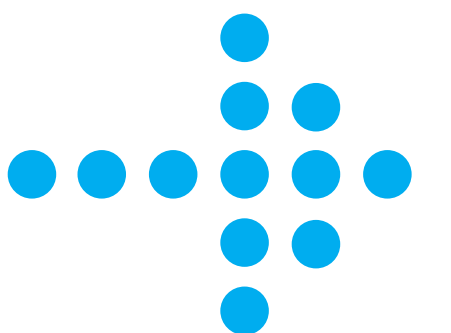
**NEXT STEP.**



**WHERE WE ARE HEADED.**

# OUTREACH

**How can we attract people to your church through the use of social media, marketing, and communications?**





**ONLY 2% OF  
PEOPLE IN YOUR  
CHURCH ARE  
INVITING FRIENDS.**

**THAT'S A  
PROBLEM.**



**OUTREACH // MINDSET**





**TRACK THE GROWTH OF  
YOUR COMMUNITY VS.  
YOUR “YEAR OVER YEAR”  
GROWTH**

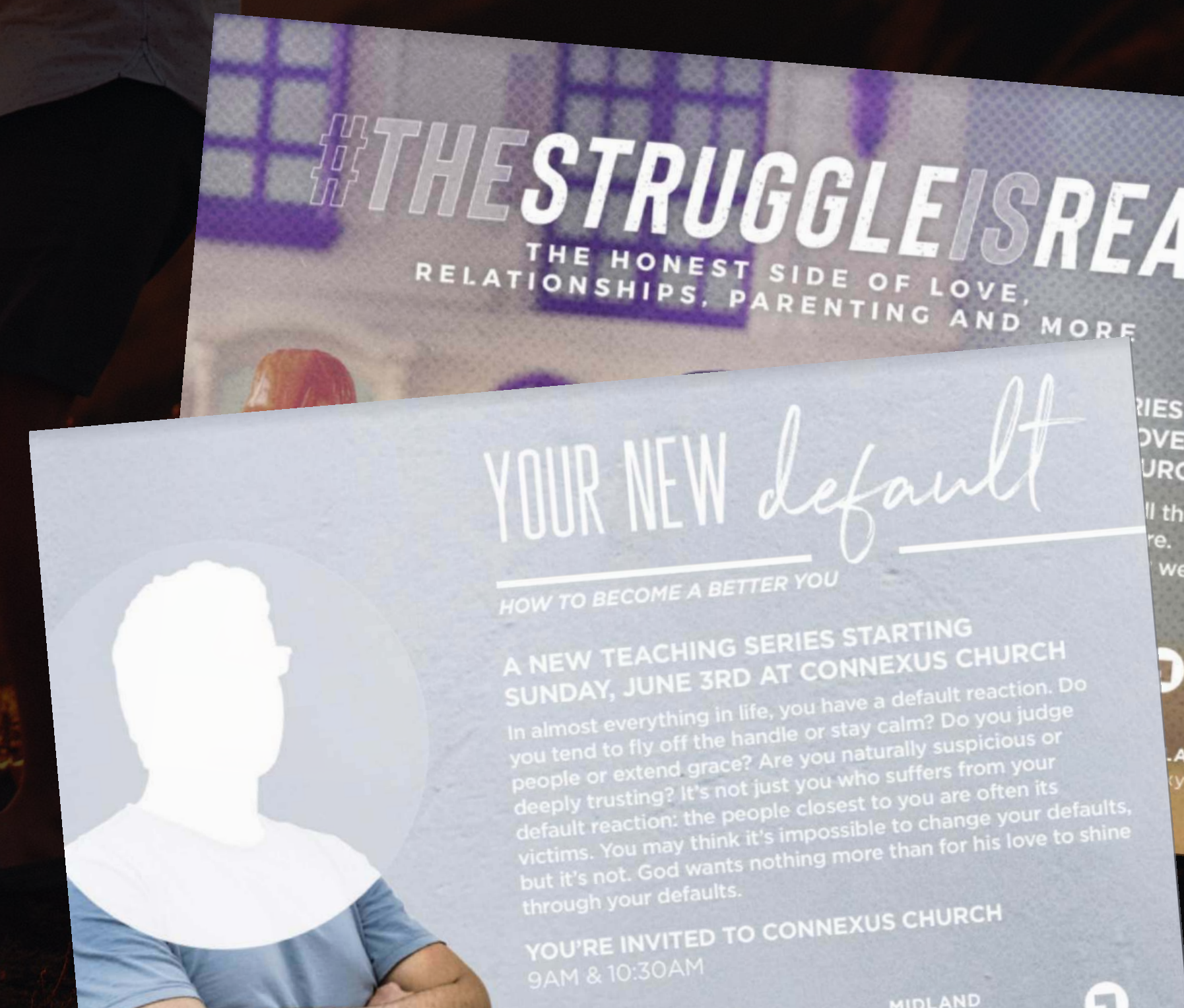
**94% OF ALL  
CHURCHES ARE  
LOSING GROUND  
AGAINST THE  
GROWTH THEIR  
COMMUNITY**

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**OUTREACH // RULE OF THUMB**

# USE INVITE CARDS FOR EVERY SINGLE SERIES.

OUTREACH // QUICK WIN





**BUILD A PROCESS  
WHERE YOUR  
CHURCH “INVITES  
PEOPLE TO  
INVITE” FOR  
EVERY SINGLE  
SERIES**

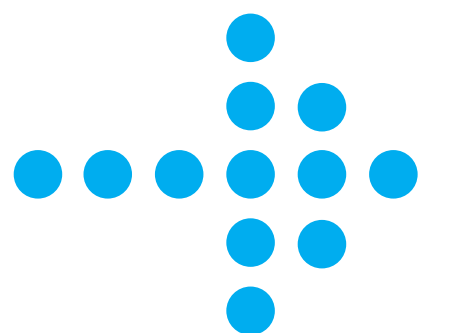


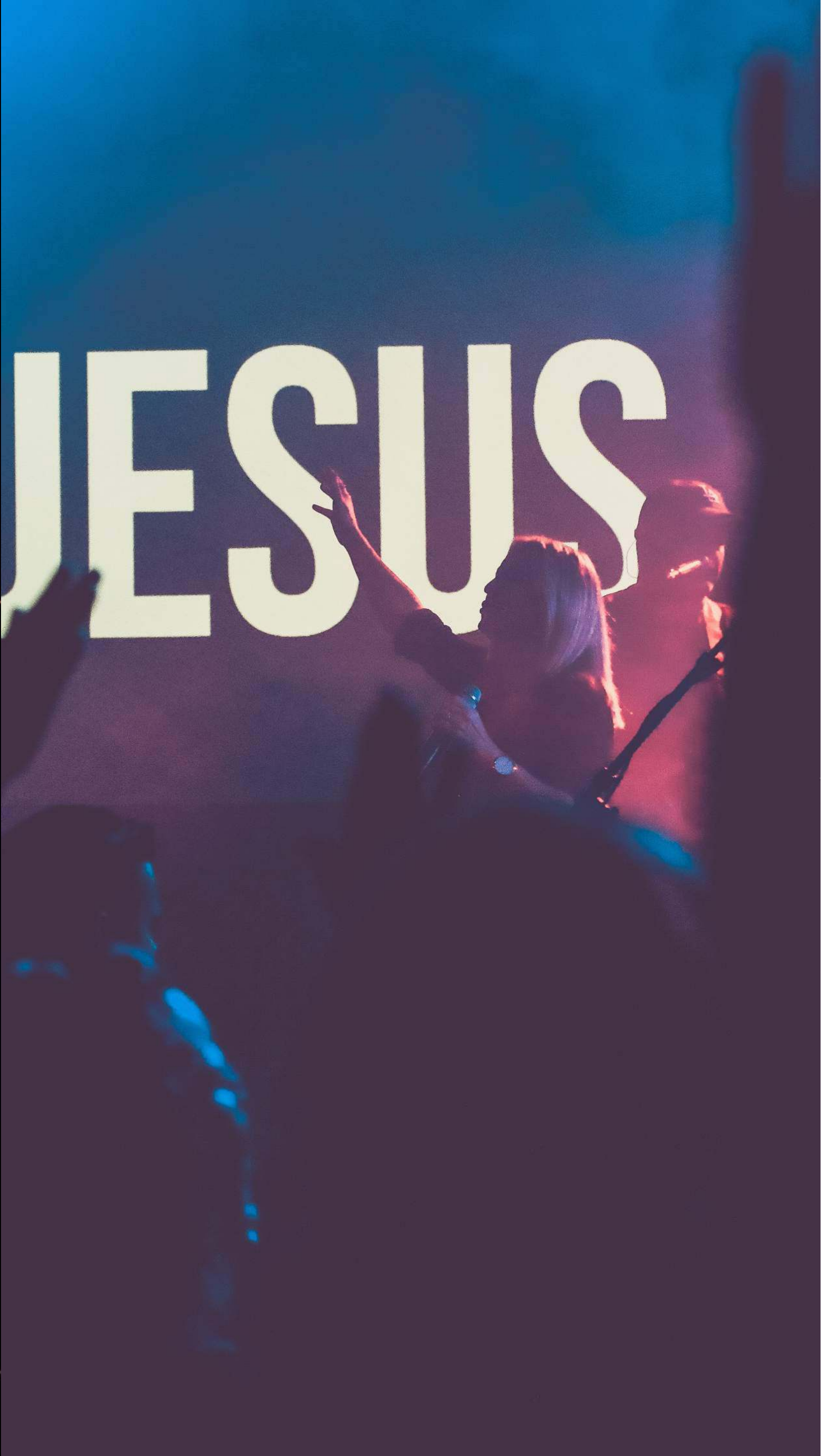
**OUTREACH // NEXT STEP**

# WEEKEND SERVICES

**How do we plan, implement and evaluate your music, preaching, transitions, offertory, etc. so it connects with your community?**

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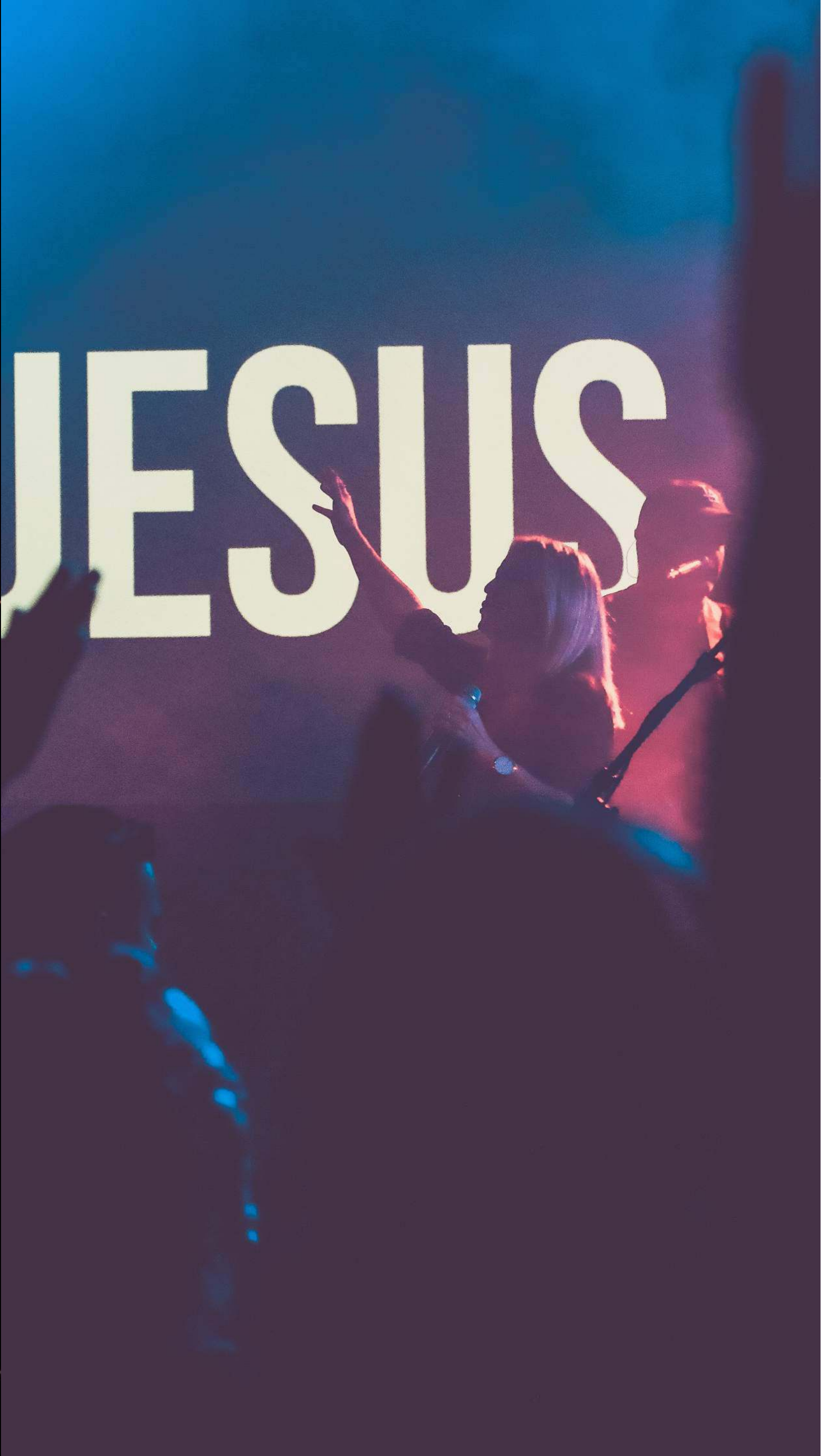


JESUS

**THE WEEKEND  
REPRESENTS YOUR  
LARGEST  
CULTURAL  
LEVERAGE POINT.**

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**WEEKENDS // MINDSET**

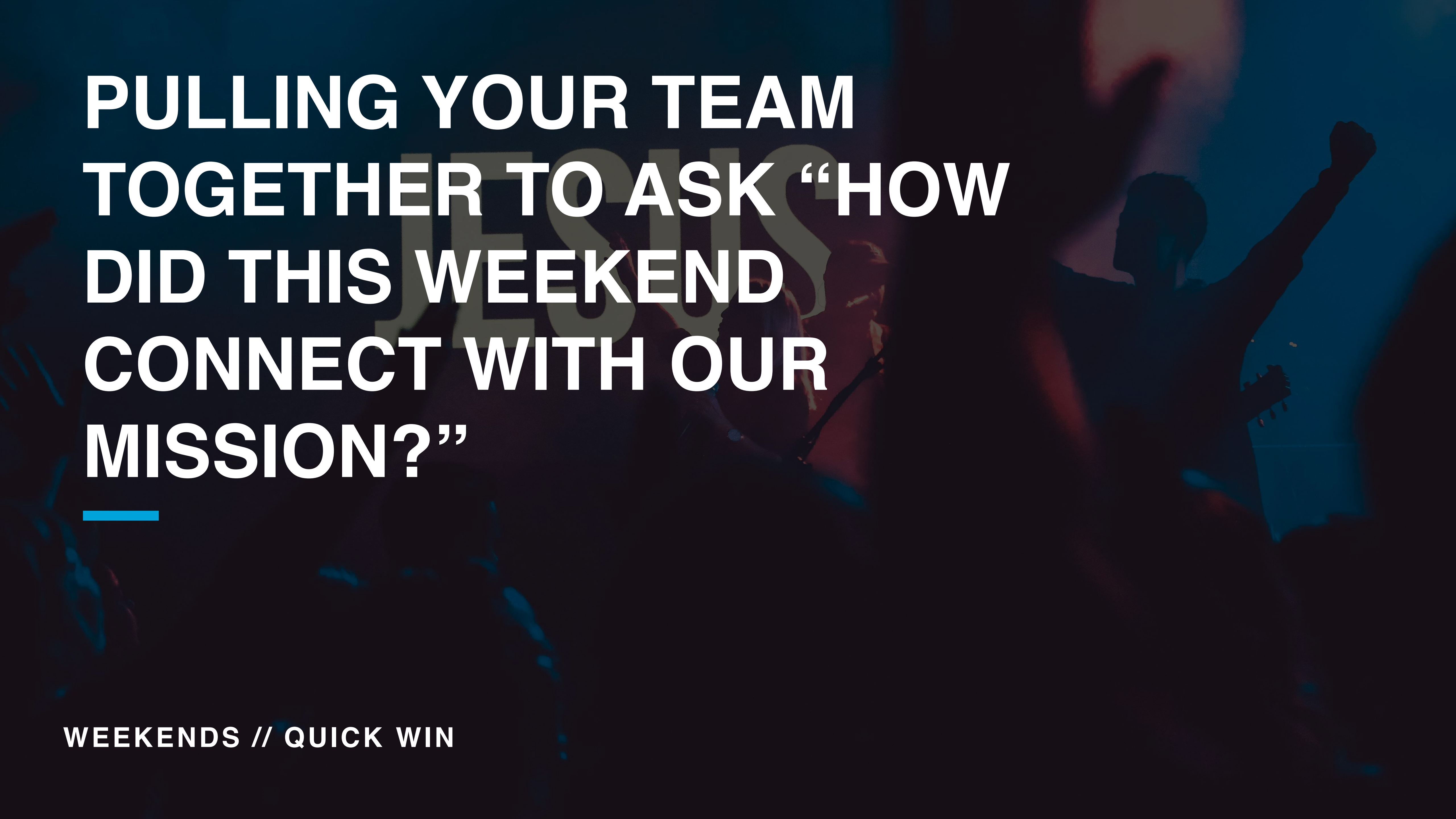


JESUS

**2/3RDS OF THE  
REASON PEOPLE  
ATTEND YOUR  
CHURCH IS THE  
WEEKEND  
TEACHING**

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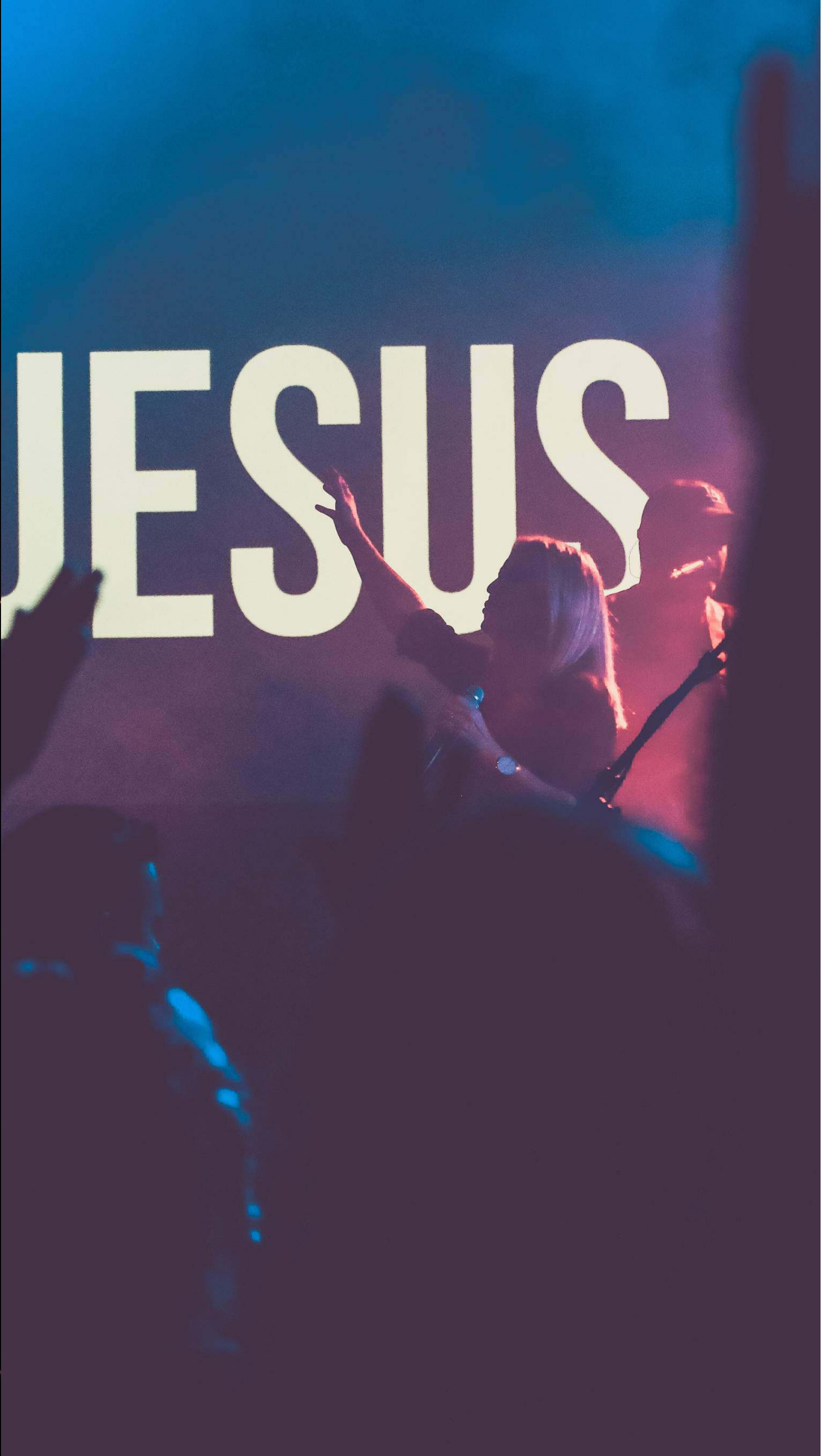
**WEEKENDS // GALLUP**



**PULLING YOUR TEAM  
TOGETHER TO ASK “HOW  
DID THIS WEEKEND  
CONNECT WITH OUR  
MISSION?”**

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**WEEKENDS // QUICK WIN**



JESUS

**BUILD A PROCESS  
FOR OBSESSIVELY  
REHEARSING AND  
EVALUATING THE  
WEEKEND.**

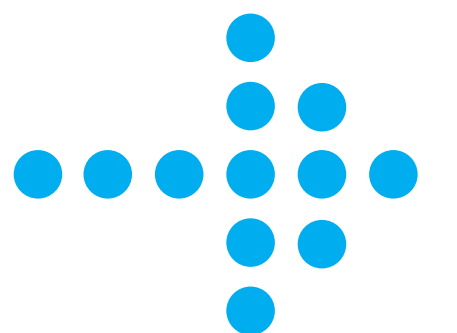
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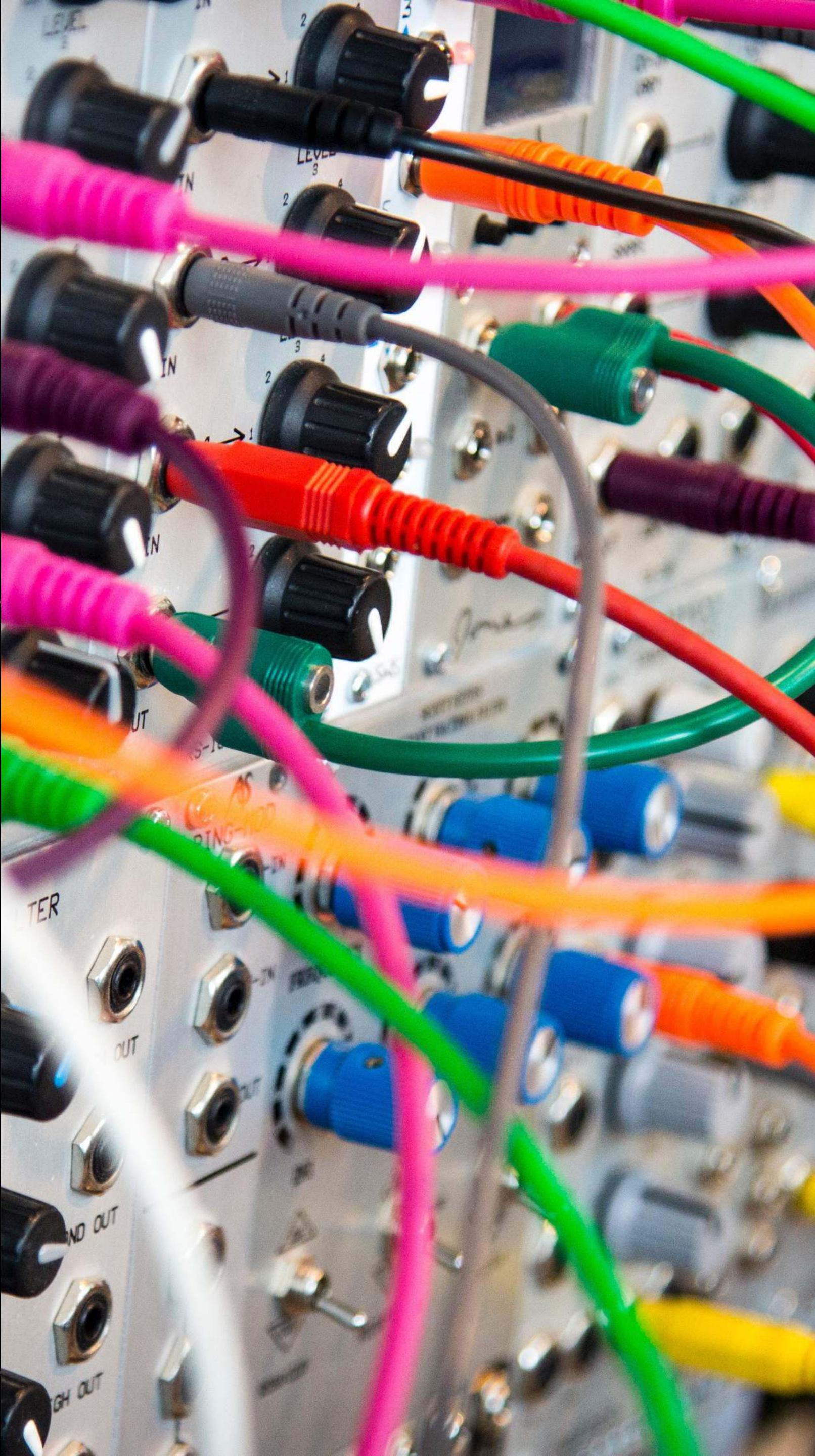
**WEEKENDS // NEXT STEP**



# CONNECTION

**How can we take people from their first visit to feeling fully at home in your church?**



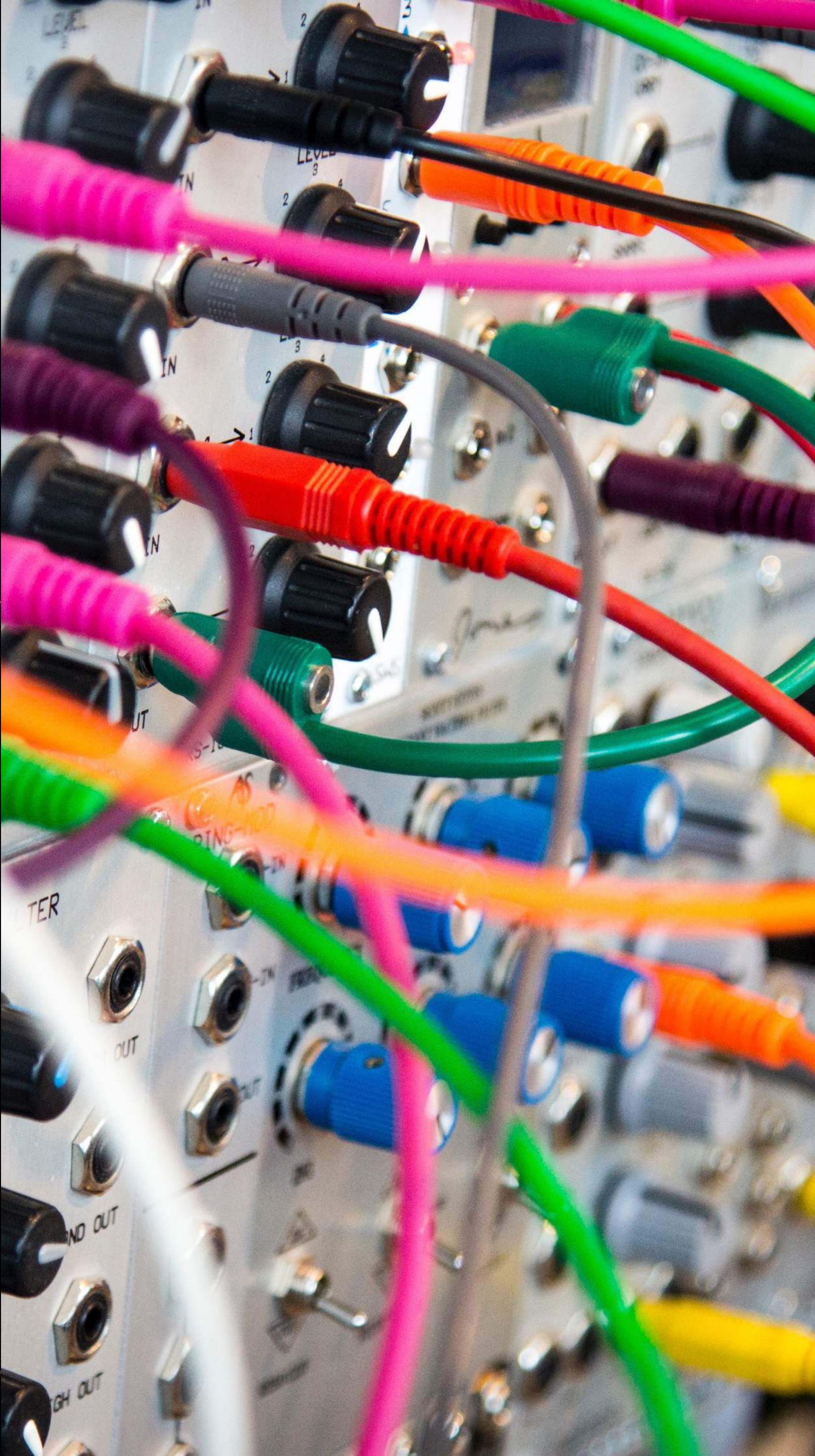


**YOUR CHURCH  
(PROBABLY) HAS  
ENOUGH GUESTS.**

**YOUR CHURCH  
(PROBABLY) ISN'T  
SEE THEM STICK  
AND STAY.**



**CONNECTION // MINDSET**

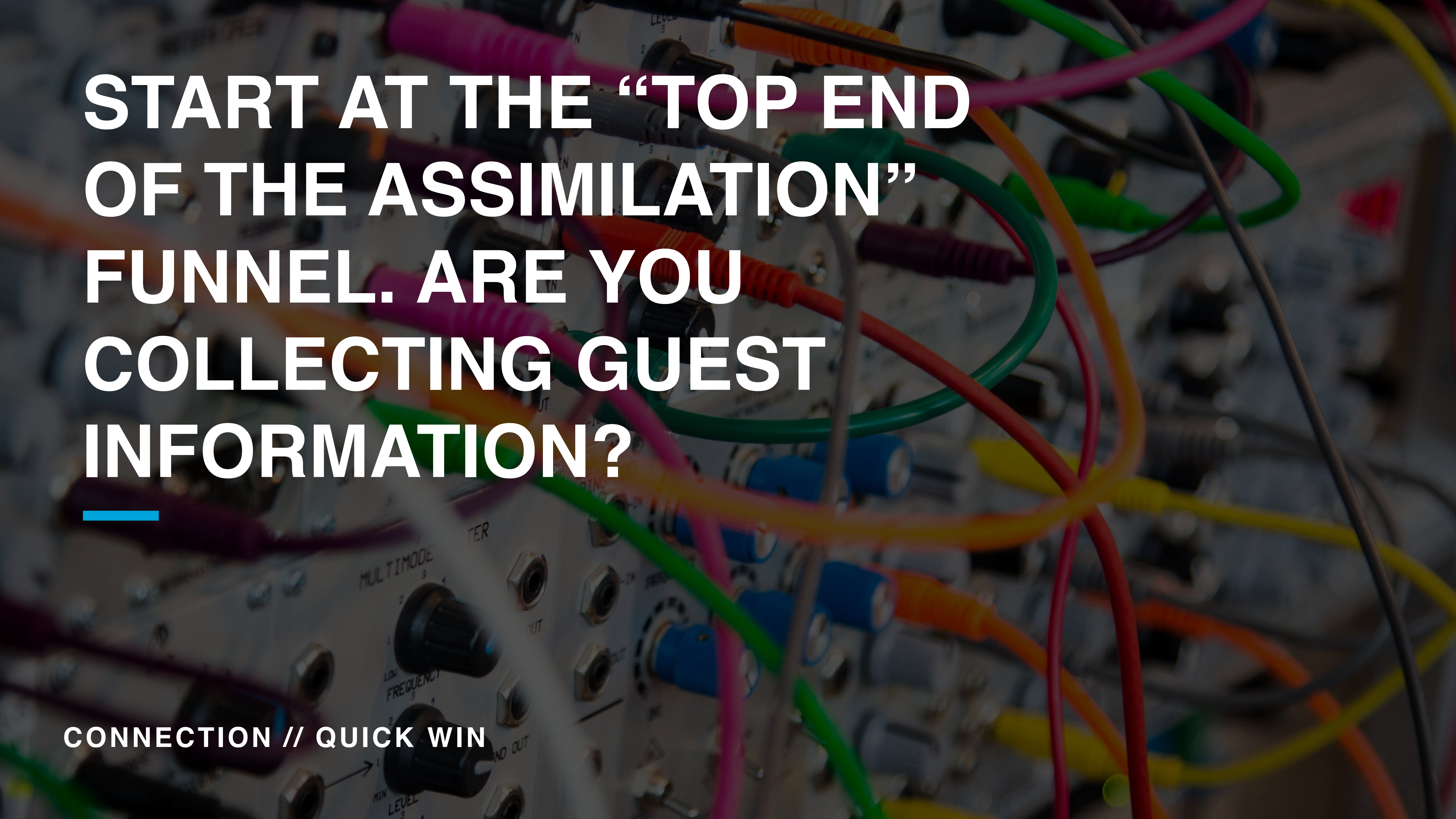


**RATIO OF FIRST TIME  
GUEST TO TOTAL  
ATTENDANCE.**

**ANNUAL GUESTS  
SHOULD EQUAL  
AVERAGE  
ATTENDANCE**



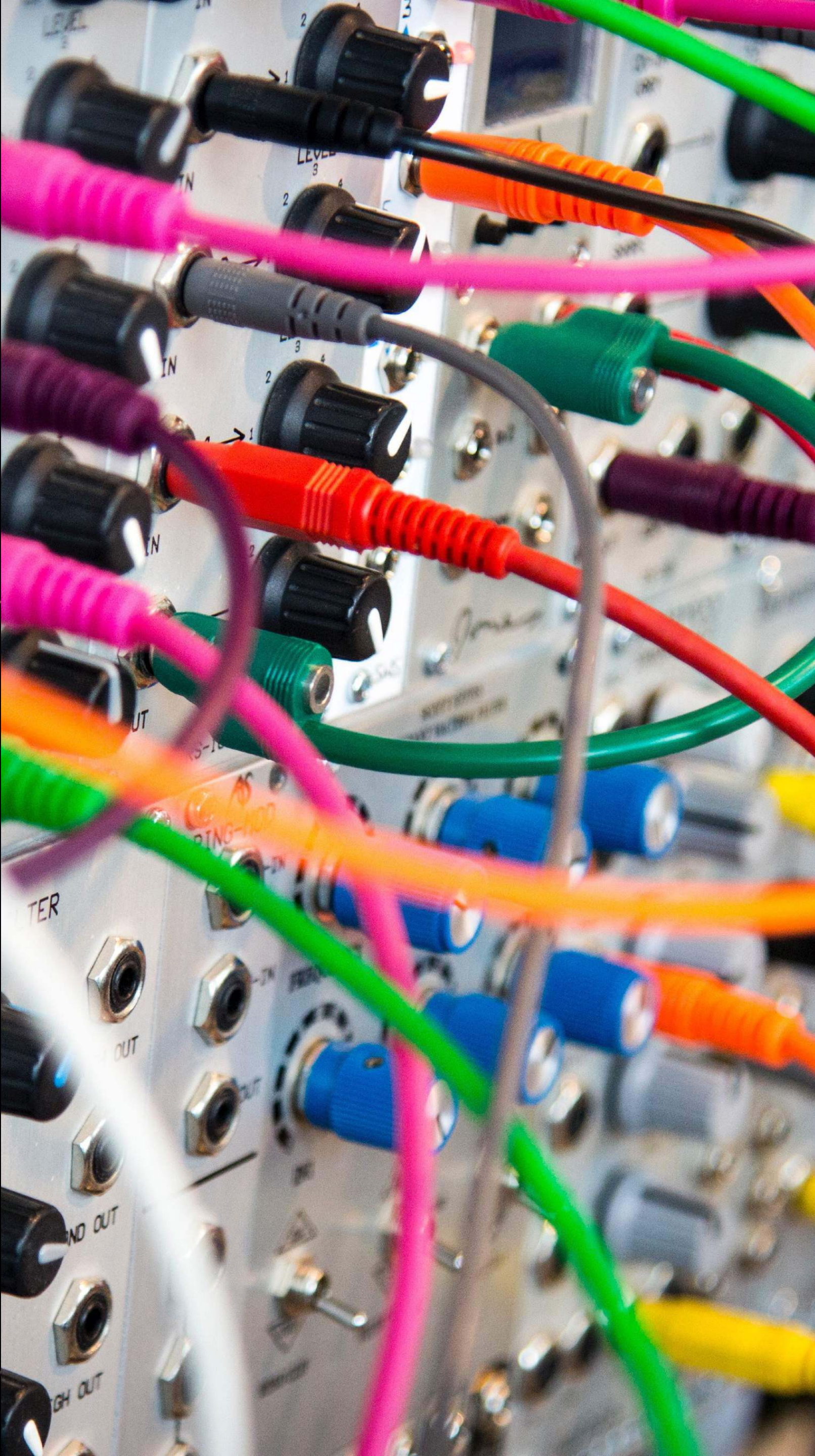
**CONNECTION // RULE OF THUMB**



**START AT THE “TOP END  
OF THE ASSIMILATION”  
FUNNEL. ARE YOU  
COLLECTING GUEST  
INFORMATION?**

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**CONNECTION // QUICK WIN**



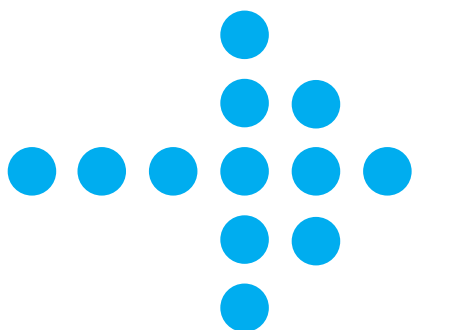
**DIG INTO YOUR  
ASSIMILATION  
METRICS TO  
UNDERSTAND THE  
“FUNNEL” AND  
WHERE PEOPLE  
ARE DROPPING  
OUT.**



**CONNECTION // NEXT STEP**

# SERVICE

**How do we mobilize people for  
volunteering and service with the church?**





**SERVICE IS AN  
MASSIVE  
UNTAPPED  
COMMUNITY  
ENGAGEMENT  
TOOL.**



**SERVICE // MINDSET**



**HEALTHY  
CHURCHES HAVE  
45% OF THEIR  
ADULT COMMUNITY  
SERVING.**



**SERVICE // RULE OF THUMB**



**WE'RE LOOKING FOR  
THE MAJORITY.**

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**YOU.**

EARLY  
ADOPTERS

**YOUR PEOPLE.**

EARLY MAJORITY

LATE MAJORITY

LAGGARDS

INNOVATORS

# WE'RE LOOKING FOR THE MAJORITY.

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INNOVATORS

EARLY  
ADOPTERS

EARLY MAJORITY

LATE MAJORITY

LAGGARDS

**HOST A MASS  
MOBILIZATION EVENT THIS  
YEAR TO CONNECT MORE  
PEOPLE TO A FUN  
SERVING EXPERIENCE.**

A hand is visible in the center of the image, reaching upwards from a field of white flowers. The background is a vast field of these flowers under a clear sky.

**SERVICE // QUICK WIN**



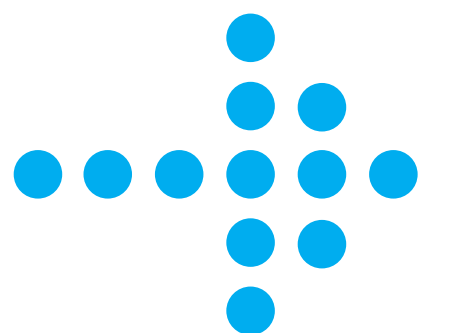
**RALLY YOUR TEAM  
AROUND “SERVICE  
AS DISCIPLESHIP”.  
DIG INTO THE  
SERVICE STATS.**



**SERVICE // NEXT STEP**

# GENEROSITY

**How do we develop people to give to the vision of the church without begging?**





**GENEROSITY IS  
CULTIVATED AND  
MOTIVATED.**



**GENEROSITY // MINDSET**

A pair of hands, wearing grey knitted gloves, holds two large, dark brown pinecones. The background is dark and textured, suggesting a forest floor or a similar natural setting. The lighting is soft, highlighting the texture of the pinecones and the hands.

**START BY THANKING  
PEOPLE MORE.**



**GENEROSITY // QUICK WIN**



**MOVE TOWARDS  
CASCADING  
THANKING  
PROCESS.**

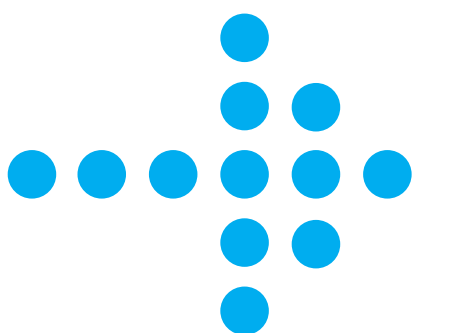


**GENEROSITY // NEXT STEP**



# LEADERSHIP

**How do we move people from places of serving into volunteer leadership within the church?**





**LEADERSHIP WILL  
BE THE CAP ON  
YOUR MISSION.**

**UNLESS YOU  
START  
DEVELOPING  
TODAY.**



**LEADERSHIP // MINDSET**

A group of cyclists in various colored jerseys (blue, black, yellow, red) are riding road bikes on a paved road. They are wearing helmets and sunglasses, and appear to be in a race. The background is slightly blurred, suggesting motion. The text is overlaid on the left side of the image.

**FIND A GROUP.  
READ A BOOK.  
TALK ABOUT IT.**

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**LEADERSHIP // QUICK WIN**



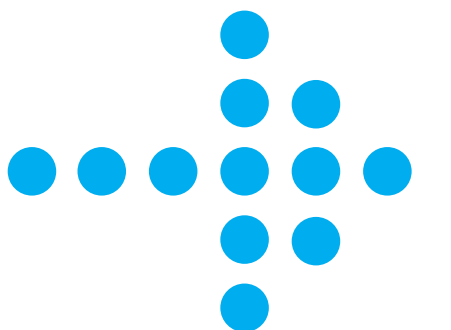
**FIND 2 PEOPLE IN  
THE GROUP AND  
ASK THEM TO  
START A “BOOK  
GROUP.”**



**LEADERSHIP // NEXT STEP**

# PLANNING

**How do we evaluate the above systems for constant improvement and growth?**






**CONSTANT  
IMPROVEMENT IS  
ILLUSIVE.**

**UNLESS YOU HAVE  
A REPEATABLE  
PROCESS TO  
DRIVE IT.**



**PLANNING // MINDSET**

**PICK ONE OF THE  
SYSTEMS AND PULL A  
TEAM TOGETHER TO ASK:  
“WHAT IS WORKING?  
WHAT ISN'T WORKING?”**

A hand holding a compass, symbolizing direction and navigation. The background is a blurred natural setting with green foliage.

**PLANNING // QUICK WIN**

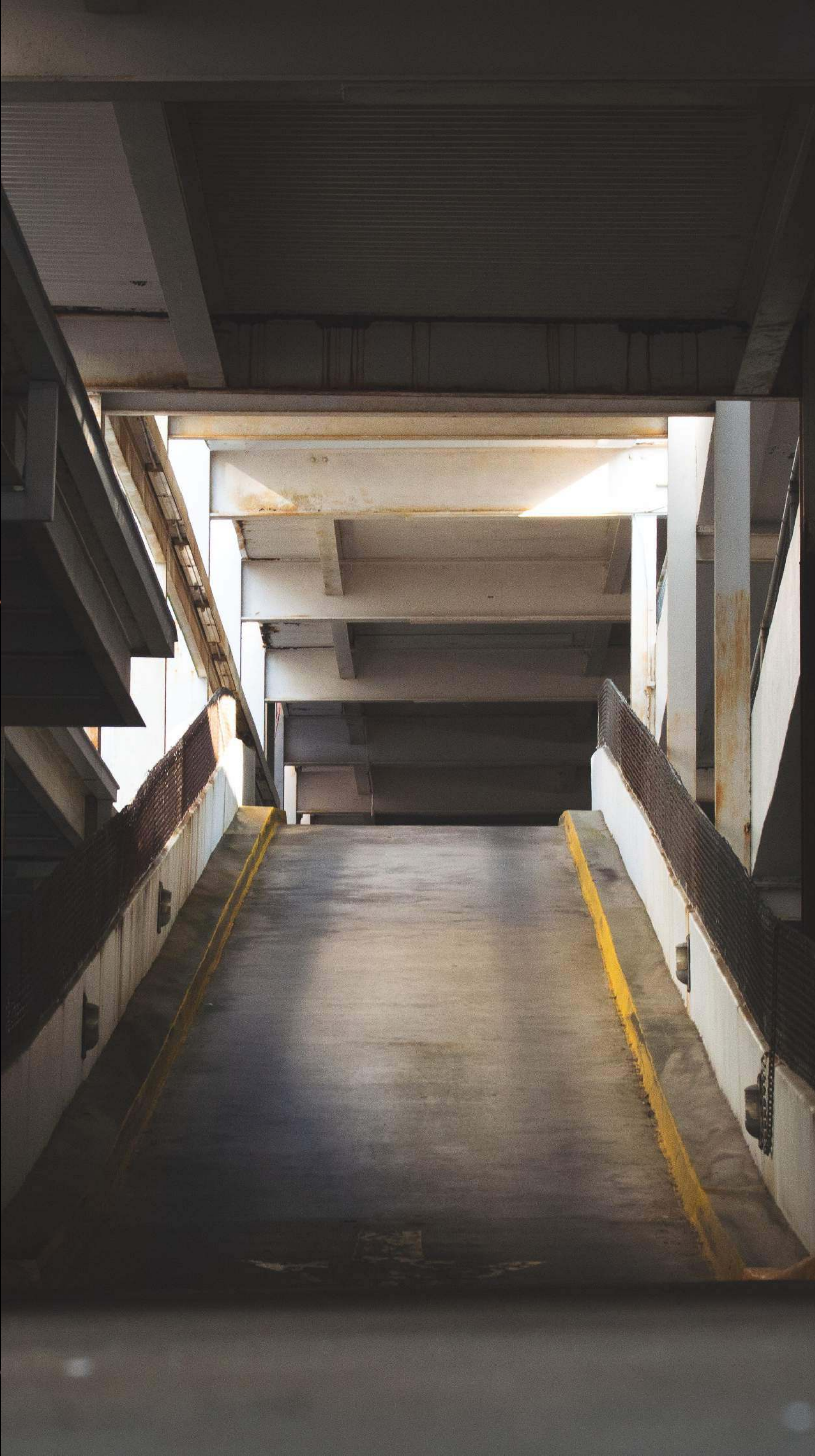


**GO THROUGH ONE  
SYSTEM EVERY  
MONTH FOR TWO  
YEARS AND ASK  
HOW IT'S GOING.**



**PLANNING // NEXT STEP**





**OUTREACH  
WEEKEND SERVICES  
CONNECTION  
SERVICE  
GIVING  
LEADERSHIP  
PLANNING**



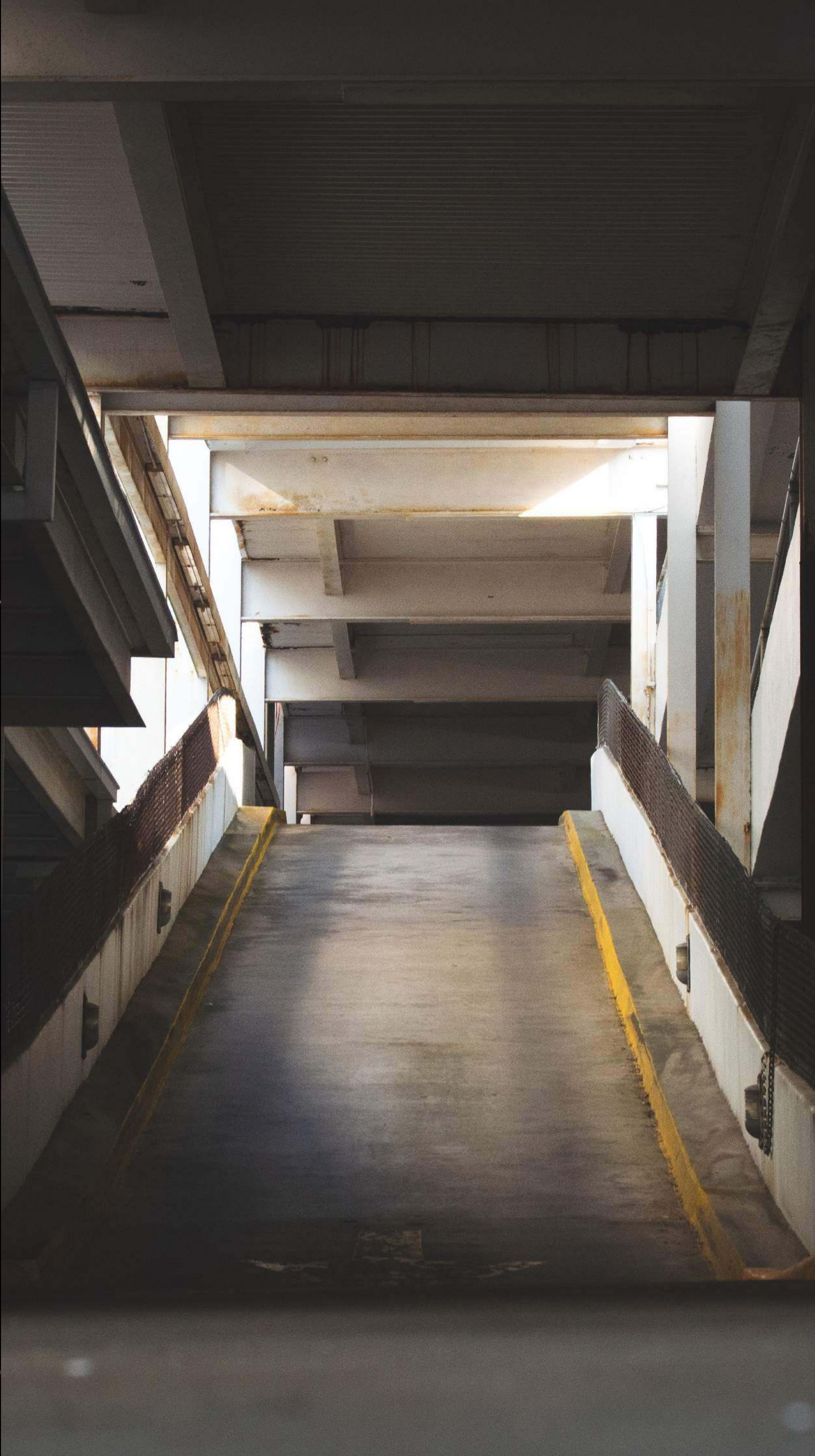
**Q & A ?**

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# **G R O U P   C A L L S**

**What were this month's wins?**

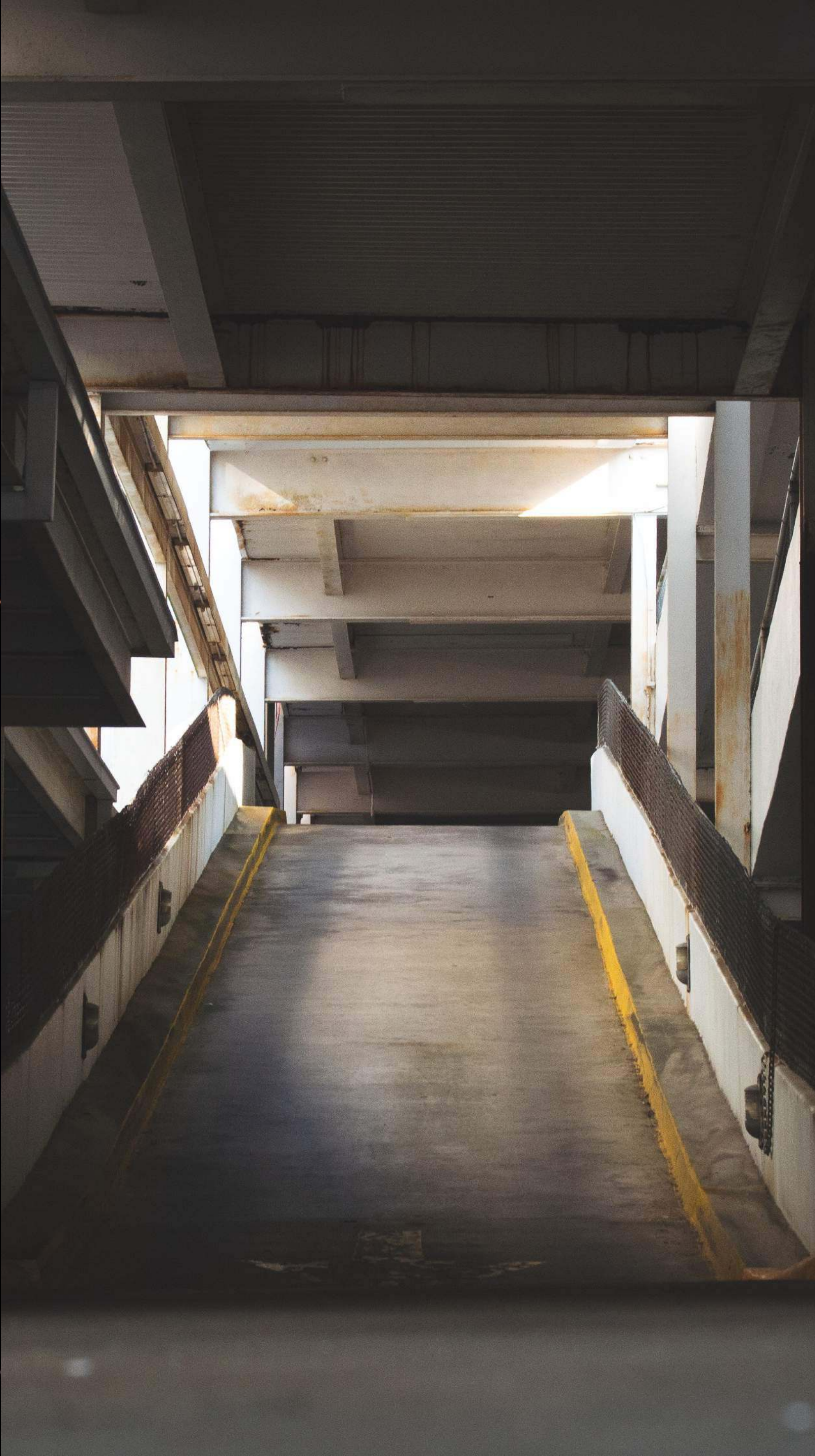
**What's the biggest thing you've learned?**

**What's a project you're working on?**

**What do you need right now?**



**X P   O N   R A M P**



# **G R O U P   C A L L S**

**February 26th // 4pm (ET)**

**March 26th // 4pm (ET)**

**April 30th // 4pm (ET)**



**X P   O N   R A M P**

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